



Archived at the Flinders Academic Commons:
<http://hdl.handle.net/2328/27231>

This is a scan of a document number DUN/Speeches/0945
in the Dunstan Collection, Special Collections, Flinders University Library.
<http://www.flinders.edu.au/library/info/collections/special/dunstan/>

Title:

Greeting at the Opening of Radio University VL5 UV

Please acknowledge the source as:
Dunstan Collection, Flinders University Library.
Identifier: DUN/Speeches/0945

© Copyright Estate Donald Allan Dunstan

GREETING FROM THE PREMIER, MR. DUNSTAN, AT THE OPENING OF
RADIO UNIVERSITY VL5 UV

LORD REITH ONCE SAID THAT THE AIM OF A GOOD RADIO STATION SHOULD BE TO EDUCATE, INFORM AND ENTERTAIN. SOUTH AUSTRALIA IS GENERALLY WELL SERVED BY ITS PRESENT FIVE STATIONS BUT THEIR PROGRAMME CONTENT TENDS MORE TOWARDS ENTERTAINMENT AND INFORMATION THAN EDUCATION. RADIO UNIVERSITY WILL FILL THAT GAP - PARTICULARLY IN THE AREA OF ADULT EDUCATION WHERE THE NEGLECT HAS BEEN MOST APPARENT. IT HAS A SPECIFIC AND POTENTIALLY EXTREMELY VALUABLE ROLE TO PLAY IN OUR COMMUNITY LIFE. AND, IF THE FIRST SEVEN ~~Courses~~ ~~CAUSES~~ ARE A GUIDE, IT WILL DO SO IN A THOUGHTFUL, ORIGINAL AND IMAGINATIVE WAY. IT IS DRAWING ON THE SERVICES OF EXPERTS WHO ARE EMINENT IN THEIR SPECIALITIES AND WHO ALSO KNOW HOW TO COMMUNICATE THEIR KNOWLEDGE TO A LAY AUDIENCE. THIS IS AN EXCITING VENTURE AND THE ANONYMOUS DONOR OF THE ONE HUNDRED THOUSAND DOLLARS THAT MADE IT POSSIBLE AND THE UNIVERSITY AUTHORITIES WHO HAVE PROVED, IN LAUNCHING IT, THEIR CONCERN TO SERVE THE GENERAL COMMUNITY, DESERVE THE THANKS AND CONGRATULATIONS OF US ALL.

I'M SURE THAT THE PROGRAMMES THAT WILL COME OVER RADIO UNIVERSITY WILL BE NOT ONLY USEFUL AND SATISFYING, THEY'LL BE MOST ENJOYABLE TO ALL WHO TUNE IN.